

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

AD#232-B1-REQ. 9M15798-"CAMPFIRE"-PAGE 4/C BLEED-(5 5/8 x 7 1/2) DIGEST MAGAZINES, FEB., 1990

Printed in U.S.A.

The advertisement depicts a serene mountain landscape. In the foreground, a calm lake reflects the surrounding scenery. A small boat with two people is visible on the right side of the lake. In the background, a large, snow-capped mountain rises against a clear sky. Perched atop the mountain is a pack of Alpine cigarettes, which is the central focus of the image. The pack is white with a blue and red design, and the word "Alpine" is prominently displayed in a stylized font. The overall color palette is dominated by blues, greens, and whites, creating a fresh and clean atmosphere.

**REFRESH
FOR LESS**

15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

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